

Historic, Archive Document

Do not assume content reflects current scientific knowledge, policies, or practices.

2521
.A87F3

S

Farm Broadcasters Letter

United States Department of Agriculture Office of Public Affairs Radio-TV Division Washington D.C. 20250 (202) 447-4330

Letter No. 2495

Feb. 15, 1991



SECRETARY OF AGRICULTURE Clayton Yeutter, Press Secretary Kelly Shipp (right) & USDA Radio's Brenda Curtis (left), get ready for Yeutter's final radio news conference in the USDA Radio Studio Feb. 11. During the briefing for farm broadcasters, Yeutter discussed farm programs & agricultural trade. Yeutter said there would be a ten-year adjustment on any free trade act with Mexico & it would have a snap-back tariff provision to protect U.S. farmers. (USDA Photo by Byron Schumacher.)

WHEAT FARMERS INTEND to put 238.8 million bushels of 1990-crop wheat in the farmer-owned reserve, says Richard T. Crowder, president of USDA's Commodity Credit Corporation & Under Secretary for International Affairs & Commodity Programs. USDA had announced that up to 300 million bushels would be permitted entry. Because the total intentions are under the 300-million limit, producers may enter the entire amount of the 1990-crop wheat they designated. Crowder said producers will earn quarterly storage payments for reserve wheat at an annual rate of 26.5 cents per bushel. Contact: Robert Feist (202) 447-6789.

COTTON MARKETING COMMITTEE TO MEET -- The Advisory Committee on Cotton Marketing will meet at 8 a.m., Wednesday, Feb. 20, in the Airport Hyatt Regency Hotel on International Parkway, Dallas/Fort Worth Airport, Texas. According to **Daniel D. Haley**, administrator of USDA's Agricultural Marketing Service, the primary purpose of the meeting is to get the committee's recommendations on establishing premiums & discounts for fiber strength & the premium micronaire range. Both recommendations will be incorporated into the CCC's price support loan schedule for the first time in 1991. **Contact: Carolyn Coutts (202) 447-8998.**

CARBOHYDRATE SPECIALIST TO GIVE LECTURE -- Noted carbohydrate researchers **Roy L. Whistler** of Purdue University will give the USDA's annual **Sterling B. Hendricks Memorial Lecture** in Washington, D.C., Feb. 17. Whistler, who was a research scientist for USDA earlier in his career, will speak on "New Areas for Agricultural Research." His lecture will be presented during the annual meeting of the American Association of the Advancement of Science. **Contact: Sandy Miller Hays (301) 344-4089.**

AGRICULTURE HAS COME A LONG WAY -- Thanks to its marriage with biotechnology, agriculture is already in the 21st century. Biotech promises to provide the world's population with food that is not only tastier & more nutritious, but also produced in ways that lessen the reliance on pesticides & animal drugs, says **David Berkowitz**, head of technology transfer for USDA's Food Safety & Inspection Service. "Today, our more sophisticated understanding of genetics, combined with the introduction of biotechnology, allows us to make strides in animal and plant improvements that would have taken generations of traditional breeding," Berkowitz says. **Contact: David Berkowitz (202) 447-8623.**

CASON NAMED -- Sec. Yeutter has named **James Cason** as manager of USDA's Federal Crop Insurance Corporation. Following a brief assignment with USDA's Foreign Agricultural Service, Cason became FCIC deputy manager in May of 1990. Cason served as deputy assistant secretary at the U.S. Department of Interior from 1985 to 1989. A native of Portland, Ore., he received his B.A. from Pacific University in Forest Grove, Ore. **David Gabriel**, current FCIC acting manager, will become associate manager. **Contact: Kelly Shipp (202) 447-4623.**

TURKEY TRENDS -- The National Turkey Federation will sponsor an in-depth, one-day seminar on trends in the food service industry April 26 in Chicago, Ill. **Contact: Teresa J. Farney (703) 435-7209.**

DOUBLE-TIME PLANT BREEDING -- Finding plants with desirable genetic traits, such as disease resistance, could someday be done in a fraction of the time now required, USDA Geneticist **Keith F. Schertz** says. Using a new process called Restriction Fragment Length Polymorphism, a scientist can accomplish in two years what it might take ten years to do with conventional plant breeding, says Schertz. "This doesn't replace plant breeding, but it narrows the field in which breeders must search for plants with certain characteristics," he says. **Contact: Keith F. Schertz (409) 260-9252.**

FROM OUR RADIO SERVICE

AGRICULTURE USA #1758 -- The animal rights movement is spawning new research into the best ways to handle farm animals -- considering both their welfare & the farmers' economic well-being. **Brenda Curtis** talks with several experts on the subject. (Weekly reel -- 13-1/2 minute documentary.)

CONSUMER TIME #1237 -- Safe food storage; diet programs; animal rights vs. animal welfare; vinegar is versatile; organic food standards in the works. (Weekly reel of 2-1/2 to 3 minute consumer features.)

AGRITAPE NEWS & FEATURES #1747 -- USDA News Highlights; farmers give first indication of planting intentions; a U.S.-Mexican free trade agreement; farm program signup information; some alternative swine farrowing systems explored. (Weekly reel of news features.)

NEWS FEATURE FIVE #1407 -- Boron & brain activity; getting the most from iron; nutrition research for women; viral satellite shields tomatoes; chayote: New cash crop? (Weekly reel of research feature stories.)

UPCOMING ON USDA RADIO NEWSLINE -- (Stories listed are only those USDA reports which we know about in advance. Our Newsline carries many stories every day which are not listed in this lineup, so please, do not let the lack of a story listing for a certain weekday keep you from calling!) Wed., Feb. 20, crop/weather update, ag outlook summary; Thurs., Feb. 21, catfish; Fri., Feb. 22, livestock update; Tues., Feb. 26, crop/weather update, cotton & wool outlook; Wed., Feb. 27, export outlook; Thurs., Feb. 28, ag prices, world tobacco situation; Fri., March 1, horticultural exports.

DIAL THE USDA RADIO NEWSLINES (202) 488-8358 or 8359.

Material changed at 5 p.m., EST, each working day.

FROM OUR TELEVISION NEWS SERVICE

(Week of Feb. 14, 16 & 18)

ACTUALITIES -- Secretary of Agriculture **Clayton Yeutter** in his final radio news conference with farm broadcasters; USDA Chief Meteorologist **Norton Strommen** on weather & crops; USDA Assistant Secretary **Catherine Bertini** on school breakfast program; USDA World Board chairman **James Donald** on planting intentions & crop production.

UPCOMING FEATURES -- **Pat O'Leary** reports on the alternative crop -- kenaf; **DeBoria Janifer** takes a look at the WIC program; **Lynn Wyvill** reports on home-based businesses.

Available on Satellite **Westar IV**, Transponder 12D (Channel 23), audio 6.2 or 6.8:

THURSDAY7:30 - 7:45 p.m., EST
SATURDAY10 - 10:45 a.m., EST
MONDAY8 - 8:45 a.m., EST

WAR IN THE GULF...political unrest and agricultural issues were covered by Ron Severson (WCMY, Ottawa, Ill.). Ron had just returned from Israel when we talked. While in the Mid East, Ron demonstrated the versatility of farm broadcasters by filing reports on Scud attacks, political developments & a kibbutz that uses the latest in computer operations to maximize dairy production.

AGRIBUSINESS...& farm production in Brazil & Argentina are on the itinerary of Jay Truitt (KMZU, Carrollton, Mo.). Jay is traveling with a group from his station's area and will file daily reports. Teresa Reische is covering events while Jay is away. She says local corn growers have expressed heightened interest in ethanol production.

UPBEAT...is the description James Stewart (KFYO, Lubbock, Texas) gives to cotton & beef producers in his region. He says equipment dealers report the enthusiasm is being reflected in increased sales.

Farm Broadcasters Letter



Office of Public Affairs
Radio-TV Division
U.S. Department of Agriculture
Washington, D.C. 20250-1300

OFFICIAL BUSINESS
Penalty for Private Use \$300



IT'S VERY DRY...says Dean Thurow (KCJB, Minot, N.D.). Even the small amount of snow they have had contains little moisture, and the 30-day outlook calls for no change. Spring planting will likely be in dry conditions. Dean says many producers plan to plant sunflowers.

MOVED...to WOC, Davenport, Iowa -- Lynn Watts formerly at KMZU, Carrollton, Mo. Tom Gibson has moved to WDAN Danville, Ill., from WPRC, Lincoln, Neb.

NEW STUDIOS...for Ag Radio Network, Utica, N.Y. Physical location is different but the address and phone number remain the same for Ed Slusarczyk & Jeff Stewart. Congratulations to Jeff, the Northeast Farm Communicators presented him their award for Best General Radio Farm News for his series on "Harvest Time Farm Safety."

VIC POWELL
Chief, Radio & TV Division